

Abstract

The present invention relates generally to a system and method of controlling the display of sponsoring, advertising and/or hyperlinks or other web page controls during a multimedia stream transmission over an Internet connection. Specifically, sponsoring, advertising and/or hyperlinks to accompany multimedia stream transmissions are selected so that they are "thematically appropriate" or "in context" with the content of the multimedia stream. In this way, the content of the sponsor, advertisement and/or hyperlink material is more likely to be properly targeted to the multimedia stream viewing audience. The presentation of the multimedia stream transmission is further enhanced by hyperlinks to related web sites associated with terms being used, details of particular topics, information on particular entities, and other view points.